PACIFIC GREYHOUND LINES

60 SEVENTH STREET
SAN FRANCISCO 3, CALIFORNIA

R. E. THOMAS
SUPERINTENDENT

December 12, 1945

Mrs. M. Woodington, Sec'y
Stinson Beach Progressive Club
Stinson Beach, California

Dear Mrs. Woodington:

This refers to your letter of December 1, 1945 regarding the announcing of Stinson Beach buses in our San Francisco Depot.

Thank you for calling this matter to my attention and your suggestion will receive my immediate consideration.

Very truly yours,

R. E. Thomas

R. E. Thomas

Form OA-3

STATE OF CALIFORNIA--DEPARTMENT OF PUBLIC WORKS
DIVISION OF HIGHWAYS
Outdoor Advertising Section
301 Public Works Building, Sacramento, California

IMPORTANT

UNLESS THIS OUTDOOR ADVERTISING ACT VIOLATION NOTICE IS ACKNOWLEDGED LOSS OF THE DISPLAY MAY RESULT THROUGH MISUNDERSTANDING. DO NOT REMOVE OR RETURN THIS NOTICE UNTIL VIOLATION IS CORRECTED.

DISPLAY OWNER Progressive Club

ADDRESS Stinson Beach, California

You are hereby notified, that the display described hereon is a violation of the "Outdoor Advertising Act" Chapter 32, Statutes of 1939 and as amended, and may be removed and destroyed if no action toward legalizing it is taken prior to

September 23, 1945

LOCATION OF VIOLATION

DIST. IV CO. Mrn RTE. 56 SEC. A

THIS structure IS 2 FEET east RIGHT OF WAY LINE

12.49 MILES N OF Jct. of US 101 at Manzanita

(0.15 Miles south of Stinson Beach Post Office)

EXPLANATION OF VIOLATION:

Permit number plate for current year not in evidence.

Application 41081

AMOUNT OF PAYMENT DUE

PENALTY $____ PERMIT FEE $____ FOR 19____ TOTAL $____

DESCRIPTION OF DISPLAY

Panel: Height 34" Dia Length____ Material Wood Illumination no

Supports: Number 1 Size 4"x4" Bracing: Number none Size____

Distance between panel and ground 5' Copy on both sides no

DETAIL OF COPY:

WELCOME TO STINSON BEACH

57031

DISPLAY OWNER'S SERIAL NO. none PERMIT PLATE NO. 14438 YEAR 1943

C. H. PURCELL,
State Highway Engineer

BY M. A. O'Brien DS 8-23-45
Inspector Date

®

Form OA-3

STATE OF CALIFORNIA--DEPARTMENT OF PUBLIC WORKS
DIVISION OF HIGHWAYS
Outdoor Advertising Section
301 Public Works Building, Sacramento, California

IMPORTANT

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DISPLAY OWNER Progressive Club

ADDRESS Stinson Beach, California

You are hereby notified, that the display described hereon is a violation of the "Outdoor Advertising Act" Chapter 32, Statutes of 1939 and as amended, and may be removed and destroyed if no action toward legalizing it is taken prior to

September 23, 1945

LOCATION OF VIOLATION

DIST. IV CO. Mrn RTE. 56 SEC. B

THIS structure IS 6 FEET west RIGHT OF WAY LINE

0.36 MILES N OF Stinson Beach Post Office on State Sign Rte. 1

EXPLANATION OF VIOLATION:

Permit number plate shall be affixed to display at time of display installation.

AMOUNT OF PAYMENT DUE

PENALTY $ 1.00 PERMIT FEE $ 1.00 FOR 19 45 TOTAL $ 2.00

DESCRIPTION OF DISPLAY

Panel: Height 34" Dia Length Material Wood Illumination no

Supports: Number 1 Size 4"x4" Bracing: Number none Size

Distance between panel and ground 5' Copy on both sides no

DETAIL OF COPY:

WELCOME TO STINSON BEACH

52032

DISPLAY OWNER'S SERIAL NO. PERMIT PLATE NO. YEAR

C. H. PURCELL,
State Highway Engineer

BY M. A. O'Brien DD
Inspector

8-23-45
Date

Ⓟ

FORM OA-2

STATE OF CALIFORNIA—DEPARTMENT OF PUBLIC WORKS

DIVISION OF HIGHWAYS

OUTDOOR ADVERTISING SECTION

301 PUBLIC WORKS BUILDING, SACRAMENTO, CALIFORNIA

APPLICATION FOR OUTDOOR ADVERTISING PERMIT

(CHAPTER 32 OF THE STATUTES OF 1939 AND AS AMENDED)

Do not write in this space

District ____ Co. ____ Rte. ____ Sec. ____

Road or Town ____

Permit No. (Orig.) ____

Date granted ____

App. No. ____

Applications need not be filed for displays located upon property to which they exclusively apply except that to be exempt from the requirement of filing an application displays advertising a business conducted, services rendered, or goods produced or sold upon the same property must be on the same side of the highway and within 800 feet of the point on the property or within 800 feet of the entrance to the site at which the business is conducted, services are rendered or goods are produced or sold.

This form shall be prepared and filed in triplicate; the duplicate (green copy) will be returned if permit is granted. Any material misstatement or misrepresentation shown hereon will result in delay of issuance of a permit or in revocation of permit, if granted.

NOTE.—Section 5268 provides that: "The issuance of a permit does not affect the obligation of the owner of the advertising display to comply with a zoning ordinance applicable to the advertising display under the provisions of this chapter nor does the permit prevent the enforcement of the applicable ordinance by the county."

The applicant hereby agrees to place and maintain the advertising display described hereon, in accordance with the provisions of and regulations pursuant to the terms of the Outdoor Advertising Act.

____ California ____

Signature of display owner or his authorized agent — Place — Date

Applications may not be accepted unless accompanied by cashier's check or money order covering annual fee payment.

Fee for structure including copy thereon . . . . . $1.00 ($____) enclosed for the year

Fee for sign (never added to structure fee) . . . . . $0.25 ending December 31, 19____

Penalty fee (required only when display cited as a violation) $1.00 ($____) enclosed.

Checks, money orders, etc., shall be made payable to Department of Public Works, Outdoor Advertising.

1. **NAME** and **ADDRESS** of **APPLICANT** (*a*) ____
   Print name of firm owning structure/sign — Licensed operator No.

   (*b*) ____
   Print name of owner of firm — Street and number or P.O. box number — City or town

2. **NAME** and **ADDRESS** of the **PERSON** or **FIRM** in **CONTROL** of **PROPERTY** upon which structure/sign will be located:

   (*a*) ____
   Name — Street and number or R.F.D. No. — City or town

   (*b*) Has consent to placing been obtained? ____ Written? ____ Verbal? ____
   Yes or No — Yes or No — Yes or No

   (*c*) Signature of party named under 2 (*a*) if consent is verbal ____

3. The display will be installed in (*a*) ____ (*b*) ____ (*c*) ____ of (*d*) ____
   County — Miles — N.S.E.W. — Town

   on the (*e*) ____ side of (*f*) ____
   N.S.E.W. — Local name of road, U. S. Hwy. No. or State Sign Rt. No. (Bear Shield)

4. Underline type of real property: Ranch/Subdivision/Unincorporated town, village, business district.

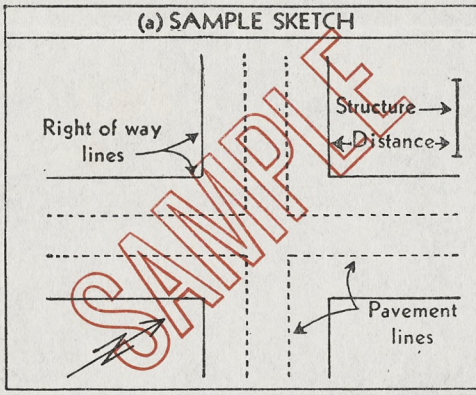
5. Date of installation ____ Applicants Serial No. ____ Notice No. if display has been cited 57032

6. Placed by ____
   Name — Address

7. **Essential Information:**

Show single panel thus—I; double—V.

(a) SAMPLE SKETCH



(b) THIS SPACE FOR LOCATION SKETCH

DIMENSIONS

(*c*) Height ____ Length ____

(*d*) Number and size of posts ____

(*e*) Number and size of braces ____

(*f*) Depth in ground ____

(*g*) Distance between panel and ground ____

(*h*) Reference to plan on file ____

(*k*) Material: Panel? ____

Uprights? ____

Bracing? ____

(*m*) If neon, show colors ____

(*n*) Reflector buttons? ____

(*o*) Illumination? ____

(*p*) Copy on both sides? ____

(*r*) Show advertising copy below.

42328 2-45 10M TRIP
EST. 3543 50 TO PAD

WHITE—ORIGINAL
GREEN—DUPLICATE
YELLOW—TRIPLICATE

PERMIT MAY NOT BE GRANTED UNLESS ALL DATA OUTLINED ABOVE ARE SUPPLIED

STATE OF CALIFORNIA—DEPARTMENT OF PUBLIC WORKS

FORM OA-2

DIVISION OF HIGHWAYS
OUTDOOR ADVERTISING SECTION

301 PUBLIC WORKS BUILDING, SACRAMENTO, CALIFORNIA

APPLICATION FOR
OUTDOOR ADVERTISING PERMIT

(CHAPTER 32 OF THE STATUTES OF 1939 AND AS AMENDED)

Do not write in this space

District____ Co.____ Rte.____ Sec.____

Road or Town____

Permit No. (Orig.)____

Date granted____

App. No.

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The applicant hereby agrees to place and maintain the advertising display described hereon, in accordance with the provisions of and regulations pursuant to the terms of the Outdoor Advertising Act.

____ California ____

Signature of display owner or his authorized agent — Place — Date

Applications may not be accepted unless accompanied by cashier's check or money order covering annual fee payment.

Fee for structure including copy thereon . . . . . $1.00 ($____) enclosed for the year

Fee for sign (never added to structure fee) . . . . . $0.25 ending December 31, 19____

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Checks, money orders, etc., shall be made payable to Department of Public Works, Outdoor Advertising.

1. NAME and ADDRESS of APPLICANT (*a*) ____
   Print name of firm owning structure/sign — Licensed operator No.

   (*b*) ____
   Print name of owner of firm — Street and number or P.O. box number — City or town

2. NAME and ADDRESS of the PERSON or FIRM in CONTROL of PROPERTY upon which structure/sign will be located:

   (*a*) ____
   Name — Street and number or R.F.D. No. — City or town

   (*b*) Has consent to placing been obtained?____ Written?____ Verbal?____
   Yes or No — Yes or No — Yes or No

   (*c*) Signature of party named under 2 (*a*) if consent is verbal____

3. The display will be installed in (*a*) ____ (*b*) ____ (*c*) ____ of (*d*) ____
   County — Miles — N.S.E.W. — Town

   on the (*e*) ____ side of (*f*) ____
   N.S.E.W. — Local name of road, U. S. Hwy. No. or State Sign Rt. No. (Bear Shield)

4. Underline type of real property: Ranch/Subdivision/Unincorporated town, village, business district.

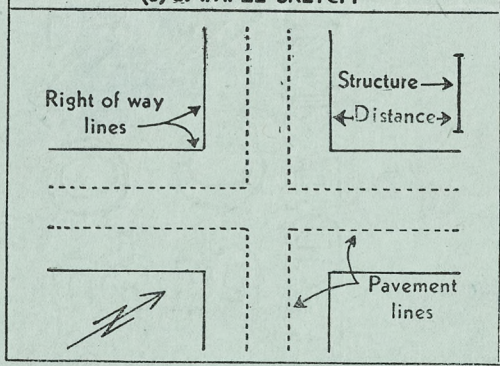
5. Date of installation____ Applicants Serial No.____ Notice No. if display has been cited 57032

6. Placed by____
   Name — Address

7. **Essential Information:**

Show single panel thus—I; double—V.

(a) SAMPLE SKETCH



(b) THIS SPACE FOR LOCATION SKETCH

DIMENSIONS

(*c*) Height____ Length____

(*d*) Number and size of posts____

(*e*) Number and size of braces____

(*f*) Depth in ground____

(*g*) Distance between panel and ground____

(*h*) Reference to plan on file____

(*k*) Material: Panel?____

Uprights?____

Bracing?____

(*m*) If neon, show colors____

(*n*) Reflector buttons?____

(*o*) Illumination?____

(*p*) Copy on both sides?____

(*r*) Show advertising copy below.

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FORM OA-2

STATE OF CALIFORNIA—DEPARTMENT OF PUBLIC WORKS
DIVISION OF HIGHWAYS
OUTDOOR ADVERTISING SECTION
301 PUBLIC WORKS BUILDING, SACRAMENTO, CALIFORNIA

APPLICATION FOR OUTDOOR ADVERTISING PERMIT

(CHAPTER 32 OF THE STATUTES OF 1939 AND AS AMENDED)

Do not write in this space

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Road or Town____

Permit No. (Orig.)____

Date granted____

App. No.____

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Penalty fee (required only when display cited as a violation) $1.00 ($____) enclosed.

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1. NAME and ADDRESS of APPLICANT (*a*) ____
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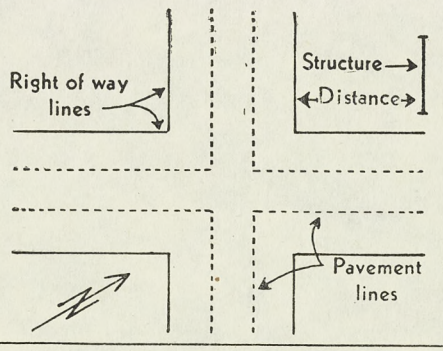
   (*b*) ____
   Print name of owner of firm — Street and number or P.O. box number — City or town
2. NAME and ADDRESS of the PERSON or FIRM in CONTROL of PROPERTY upon which structure/sign will be located:
   (*a*) ____
   Name — Street and number or R.F.D. No. — City or town
   (*b*) Has consent to placing been obtained?____ Written?____ Verbal?____
   Yes or No — Yes or No — Yes or No
   (*c*) Signature of party named under 2 (*a*) if consent is verbal____
3. The display will be installed in (*a*) ____ County (*b*) ____ Miles (*c*) ____ N.S.E.W. of (*d*) ____ Town
   on the (*e*) ____ N.S.E.W. side of (*f*) ____
   Local name of road, U. S. Hwy. No. or State Sign Rt. No. (Bear Shield)
4. Underline type of real property: Ranch/Subdivision/Unincorporated town, village, business district.
5. Date of installation____ Applicants Serial No.____ Notice No. if display has been cited 57032
6. Placed by____
   Name — Address
7. **Essential Information:**

Show single panel thus—I; double—V.

(a) SAMPLE SKETCH



(b) THIS SPACE FOR LOCATION SKETCH

DIMENSIONS

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(*f*) Depth in ground____
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(*h*) Reference to plan on file____

(*k*) Material: Panel?____
Uprights?____
Bracing?____
(*m*) If neon, show colors____
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(*o*) Illumination?____
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FORM OA-8

Summary of Provisions of and Regulations Pursuant to Outdoor Advertising Act

1. Definitions

TO PLACE. The verb "To Place" and any of its variants, as applied to advertising displays, includes the maintaining and the erecting, constructing, posting, painting, printing, tacking, nailing, gluing, sticking, carving or otherwise fastening, affixing or making visible any advertising display on or to the ground or any tree, bush, rock, fence, post, wall, building, structure or thing, within view of public highways, County or State, outside the corporate limits of municipalities; installation of Neon gas advertising displays and the installation of Neon gas tubing upon advertising displays and of any other element or device designed to increase the visibility of outdoor advertising displays.

OUTDOOR ADVERTISING BUSINESS. Means the business or occupation of placing, erecting, constructing or maintaining advertising structures or signs including the installation of Neon gas advertising displays and the installation of Neon gas tubing upon advertising displays and of any other element or device designed to provide or increase the visibility of the advertising display. It does not include the placing, erecting, constructing or maintaining of advertising displays **exclusively** pertaining to the business of the person placing the advertising display.

ADVERTISING SIGN. A display which is to be pasted, glued, nailed, tacked or similarly affixed flat against the side or roof of a building, or to a tree, fence, post, rock, bush, or similar support which was not primarily placed for the purpose of displaying advertising. All displays, painted directly upon existing natural or artificial features of the landscape, are classified as signs. Official notices and signs are exempt from the provisions of the Act.

ADVERTISING STRUCTURE. A display which requires support, such as poles, posts, angle irons, guy wires, or braces embedded in the ground or attached to walls, roofs, fences, or trees.

2. License

(*a*) Every person, firm, copartnership, association, or corporation engaging in the "Outdoor Advertising Business," as defined in the Outdoor Advertising Act, shall pay an annual license fee of fifty dollars ($50.00).

(*b*) Persons, firms, copartnerships, associations, or corporations placing displays exempt from permit payment (see item 4) are engaged in the "Outdoor Advertising Business."

(*c*) Persons, firms, copartnerships, associations, or corporations need not observe the license provisions (fee, $50.00) in the event the displays they place apply **exclusively** to the business they are conducting, even though such displays may require permits.

(*d*) The license fee of $50.00 is payable in advance on July 1, but may be prorated on a monthly basis at the time of engaging in the "Outdoor Advertising Business." The amount of a prorated fee is determined by multiplying $4.1667 by the number of months remaining in the license year, July 1 to June 30, inclusive.

Example: Amount of fee to accompany application for license to be effective September 25 is $4.1667 x 10 or $41.67.

3. Permits

(*a*) No person, firm, copartnership, association, or corporation shall place, erect, construct, or maintain any advertising display, not exempt from permit payment, in unincorporated territory within the purview of this Act, without first securing a **permit.**

(*b*) Permit number plates shall be affixed to displays at the time of installation.

(*c*) The permit year begins January 1 and ends December 31. Permit payment may not be prorated.

(*d*) Structure fee, one dollar ($1.00). The structure fee includes payment for the copy appearing thereon. A single display never requires both a structure and a sign fee.

(*e*) Sign fee, twenty-five cents ($0.25).

(*f*) Checks, money orders, etc., shall be made payable to Department of Public Works, Outdoor Advertising.

4. Displays Exempt From Permit Payment—any display used exclusively:

(*a*) To advertise the sale or lease of the property upon which such display is placed.

(*b*) To designate the name of the owner or occupant of the premises or to identify such premises.

(*c*) To advertise the business conducted or services rendered or the goods produced or sold upon the property upon which such advertising display is placed if the display is upon the same side of the highway and within 800 feet of the point on the property or within 800 feet of the entrance to the site at which the business is conducted or services are rendered or goods are produced or sold.

(*d*) Displays exempt from permit payment shall conform to all other provisions as to location, copy, construction standards, etc.

5. Prohibited Displays and Locations—no permit may be granted:

(*a*) If the required evidence that the owner or lessee of the property upon which the display is to be placed has consented to its installation and maintenance, does not appear upon the application.

(*b*) If to be placed within, to overhang, or encroach upon the right of way of any public highway.

(*c*) If imitating or simulating official warning, stop, danger or directional signs.

(*d*) If in a drainage channel.

(*e*) If unsafe. Structures shall be so constructed as to withstand 20 pounds of wind pressure per square foot.

(*f*) If with red, or blinking or blinding lights.

(*g*) If within 300 feet of intersections of highway, or highway and railway right of way lines. This ruling does not apply to non-reflectorized displays located in business districts as defined by the Vehicle Code, unincorporated villages or towns, or areas subdivided into lots of 20,000 square feet or less in size. Non-reflectorized displays may be placed opposite highway interceptions.

(*h*) If so located as to prevent clear vision of 500 feet on curves.

(*i*) If name of person or firm owning or maintaining an advertising structure is not plainly displayed thereon.

(*j*) The reflectorizing or neonizing and design of displays of a directional nature are governed by regulations not included in this summary. These should be requested and reviewed carefully prior to undertaking design or installation of these types of displays.

6. Penalties

A penalty of $1, in addition to the permit fee, must be paid:

(*a*) When an original application for permit is filed for a display which has been cited for a violation of the Outdoor Advertising Act;

(*b*) When a permit is renewed subsequent to service of delinquency notice.

Every person, firm, or corporation as principal, agent, or employee violating any of the provisions of the Outdoor Advertising Act shall be deemed to be guilty of a misdemeanor, and subject to fine or imprisonment or both.

Discovery of violation, after permit or license has been issued, is cause for revocation of permit or license.

EST. OA26. 33510 4-44 1500
100 TO PKG. SPO

EARL WARREN
GOVERNOR OF CALIFORNIA

GORDON H. GARLAND
DIRECTOR OF MOTOR VEHICLES

STATE OF CALIFORNIA

DEPARTMENT OF MOTOR VEHICLES

CALIFORNIA HIGHWAY PATROL

E. RAYMOND CATO, Chief

SACRAMENTO (6)

December 10, 1945

IN REPLY REFER TO FILE NO.

Mrs. M. Woodington, Secretary
Stinson Beach Progressive Club
Stinson Beach, California

Dear Mrs. Woodington:

This will acknowledge receipt of your letter of December 1, 1945, in which you request that warning signs be placed on the highway in the vicinity of the Stinson Beach school.

This is a matter which comes within the jurisdiction of the State Division of Highways and, therefore, we have referred your letter to them for such action as they may be able to take in remedying the situation you describe.

Very truly yours,

E. Raymond Cato

E. RAYMOND CATO, CHIEF
CALIFORNIA HIGHWAY PATROL

R. E. Thomas, Supt.
60 - 7TH STREET
SAN FRANCISCO 3, CALIFORNIA

★ ★ ★

Mrs. M. Woodington, Sec'y

Stinson Beach Progressive Club

Stinson Beach, California

STINSON BEACH
DEC
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1945
CALIF.